June 13, 1996

TO: J. J. Ellegate
D. P. Fitzgerald
K. W. Noxon
S. R. Qualkinbush

FROM: J. S. Farmer

RE: ***Update on DORAL SOC Agreement for Distributor's PL and EDLP Accounts***

As a follow-up to FSC-62-A, dated 4/10/96, the Field is aware that if they have retail account(s) that either carry a distributor's Forsyth PL as their EDLP or have signed a MONARCH/BEST VALUE EDLP Agreement, they may qualify for a DORAL Share of Category payment. In order to qualify, several major points should be reiterated:

1. Must be a minimum Level II Merchandising Partner.

2. Must be a Level III Merchandising Accrual Partner.

3. Must have a 1996 MONARCH/BV EDLP agreement signed and on file with the Savings Business Unit. If the account is utilizing a distributor's Forsyth PL as its EDLP, this agreement does not apply.

4. Must have a DORAL Share of Category agreement signed and on file with the Savings Business Unit. This applies for MONARCH/BV or an account using a distributor's Forsyth PL as its EDLP.

5. Upon signing an account using a distributor's PL to the DORAL Share of Category program, it is no longer eligible for the $.20 per carton Special Retail Agreement payment.

To date, the Savings Business Unit has only received 10 of these DORAL Share of Category Agreements. In order to calculate any payments due for first half 1996, we need to have the agreement logged by June 30, 1996.

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Finally, no signed DORAL SOC Agreement is necessary for our contracted Forsyth retail chains. We will automatically log these in the SBU. The only information we need on these accounts is the ones who do not qualify (i.e., WAWA, Store 24, ARCO, etc.) due to lack of Level II/III Merchandising Agreements. This will be covered when we send out the Private Label Share of Category verification forms in July.

I appreciate each of you following through to ensure we receive the DORAL Share of Category Agreements. If you have any questions, please give me a call.

Jim

J. S. Farmer

JSF/kw

cc: C. D. Davis
G. T. Stewart
G. J. Scott
D. D. Harper

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